

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

Minutes

**Thursday, September 18, 2014
AMDA College & Conservatory of the Performing Arts
6305 Yucca**

Officers and Directors Present

John Tronson, President, Tronson Investment Group
Drew Planting, Treasurer, GPI
Jan Martin, Secretary, AMDA
Leslie Blumberg, The Fonda
Mark Echeverria, The Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Chad Lewis, Klein Financial Corporation
Galo Medina, Comprehensive Financial Services
Frank Stephan, Clarett West Development
Monica Yamada, CIM Group, Inc.

Absent

John Lyons, Vice President, Avalon Hollywood/Bardot
David Benavente, Shine America
Charlie Colletta, HEI, LLC.
Joseph D'Amore CRC Entertainment Inc.
Don Mushin, Toyota of Hollywood
Mark Stephenson, Hollywood United Methodist Church

Staff

Sarah Besley
Ginnie Gallo
Kerry Morrison
Devin Strecker

Guests

Capt. David Storaker – LAPD Hollywood Division
Chris Pearson – Hudson Pacific Properties
Phillip Tate – Kilroy Realty
Samantha Martinez – Kindel Gagen

I. Call to Order

The meeting was called to order by John Tronson, President, at 4:12 p.m.

II. Open Forum

- Capt. David Storaker, LAPD Hollywood Division, was introduced to the Board.
- Phillip Tate, Kilroy Realty, presented plans for Academy Square with 500,000 sq. feet total including 260,000 sq. ft. office space, 20,000 sq. ft. retail, and a residential tower with 250 units. Also under consideration is a boutique hotel and grocery store. Approval is expected at the end of 2015 with start the first quarter of 2016.
- Chris Pearson, Hudson Pacific Properties, presented plans for a 23-story, 3,000 sq. ft. building on Sunset at Bronson. Building would provide retail and space for creative technology tenants.

III. Approval of Minutes

It was moved by Drew Planting, seconded by Monica Yamada, and CARRIED to approve the minutes from the Board's May 15, 2014 meeting. Unanimously approved.

IV. Treasurer's Report – Drew Planting

- A. August 31st Financial Statement:** Planting walked the Board through the reports prepared for the meeting. The cash report showed cash on hand in the Association's various bank accounts. The HED 09-18 account has \$1,682,324. At the current pace of spending, absent any significant changes to budgeted expenses or revenue situation, year-end cash would be approximately \$518,095.

It was moved by Galo Medina, seconded by Chad Lewis, and CARRIED to approve the May 31, 2014 financial statement. Unanimously approved.

B. Report from ad-hoc Finance Committee – Planting, Yamada, Green

1. **Delinquent Public Parcels:** Planting reported that the committee had met with staff to review the situation posed by delinquencies resulting from non-payment or discounted payment by three public agencies: the state Judicial Council, the MTA and the Los Angeles Unified School District. The list was distributed to the board. Morrison reported that according to Prop 218, which amended the state constitution in 1998, government entities are not exempt from assessments. Staff is recommending delaying written communications to MTA for at least 30 days because of productive conversations held with former board member and staff executive Greg Angelo; and an assurance assessments would be paid. With respect to the LAUSD situation, staff has asked for an opportunity to brief the committee more fully about the history behind that situation. With respect to the State Judicial Council, who has withheld assessment payments (\$42,000) on the state courthouse at 5925 Hollywood Blvd., the ad-hoc committee recommended drafting a letter to the State Controller. A copy of that draft letter was included in the board packet. The letter would copy our state representatives (Assemblymember Bloom and State Senator DeLeon) along with Mike Feuer, City Attorney, and Councilmember Mitch O'Farrell.

It was moved by Galo Medina, seconded by Leslie Blumberg, and CARRIED to approve the letter to State Controller Chiang. Unanimously approved.

- 2. Financial Services Vendor:** Planting and Yamada expressed their concerns working with current vendor, RBZ. They have suggested seeking competitive bids for this scope of work from other vendors and following a process similar to what was done with the insurance broker (e.g., identifying what vendors are used by other BIDS in LA County.) Morrison will begin working on a scope of work that would serve as the basis of an RFP, and will begin canvassing other BIDS to see who they use.

V. Committee and Activity Reports

A. Marketing and Communications – Jan Martin and Devin Strecker

- 1. Infographics –** Strecker reported that the infographics are not quite ready, although he did see the new splash pages which he said are terrific. Joe Mariani will have more information at the next meeting. He is currently out of the office.
- 2. Blogger Tours/Media Coverage:** Strecker took Travel Age West Reporter, Ken Shapiro, on a tour of Hollywood starting at MUJI where they met with the manager, then on to Madame Tussauds where they did the Marvel 4D experience, and finally to the roof of the W Hotel where they were met by the W Insider. Shapiro and his son both loved the Marvel experience and were interested in the Loft space at the W for Travel Age's annual meeting. Nerissa with Haines & Co. will stay in touch with Shapiro in case he is able to use anything from the tour in an upcoming issue of the magazine. Coming up soon is The Haunted Hollywood tour, to be led by a guide from Dearly Departed Tours on Sunset Blvd. It is scheduled for Saturday, September 20, 2014.
- 3. Visitors' Guide:** Meeting is scheduled Tuesday, September 23, 2014 with Where Magazine and Haines & Co. to match up the look of the guide with the new marketing materials and aesthetics of the new website. Hollywood Wax Museum has taken the front and back covers once again and sales are doing well for the guide.
- 4. Sunset & Dine – October 2, 2014:** Strecker reported that Eastown has signed on as a sponsor. The Board was asked to assist in selling tickets, \$25 per person, and obtaining additional sponsors and restaurant participation. Mark Echeverria offered a gift card to The Musso & Frank Grill for the raffle. All proceeds will go to The Center at Blessed Sacrament to assist the homeless in Hollywood.

B. Streetscape and Planning: Mark Echeverria and Sarah Besley

- 1. Vine Street Tree Vandal –** Besley reported that there is a suspect in the tree vandalism case, however no arrest has been made. Besley organized a walk-thru with Gary Peterson, from Landsco, and in his opinion, only 19 of the 62 trees need to be replaced. The 43 other trees appear to be recovering and may grow back properly.
- 2. Big Belly Solar Compactors –** Through the course of obtaining costs for purchasing, transporting and refurbishing the used Big Belly compactors, Besley was informed that city permits would be required and the process could take up to four (4) months with a fee.

Consequently, CD13 is offering to remove the compactors from their existing locations in Historic Filipinotown and place them in storage.

3. **La Brea Median Landscape Plan** – Landscape contractor, Landsco, has removed all the existing Birds of Paradise on the median and the new drought tolerant plants have been ordered. Installation is scheduled to begin on October 6, 2014.
4. **2014 Mobility Summit** – Staff is beginning to develop an agenda for a BID Mobility Summit to educate stakeholders on various initiatives underway and also enlighten property owners on the possibility of improving Hollywood mobility through projects that provide alternative forms of transportation. Several speakers are being considered including the former transportation commissioner from New York City, Janette Sadik-Khan, and Seleta Reynolds, the new General Manager of LADOT, who previously oversaw transportation projects in San Francisco. Besley invited board members to attend a lecture with Sadik-Khan (who is now with Bloomberg Associates) at UCLA on Wednesday, October 2, 2014.
5. **Clean Street Vehicles** – A 30-day notice to vacate has been given to Clean Street to remove their vehicles from Selma Elementary School where they have been parking for 14 years. Staff appealed to board members for help in identifying an alternative location to park the vehicles. Several options were put forth and staff will report back on their progress in October.

C. Security – Monica Yamada and Kerry Morrison

1. **September 11, 2014 Meeting Update** – Yamada reported at the meeting held at Redbury. Captain Zarcone noted that arrests were up while calls for services were down.
2. **Discouraging Panhandling** – Morrison presented reports, pro and con, on the use of adapted parking meters to collect monies for the homeless while discouraging panhandling. For the Hollywood pilot project, which is a joint effort between the BID and CD-13, DOT has donated 12 meters and another firm donated the internal workings so the meters can accept credit cards as well as coins. Morrison stressed the importance of the messaging to ensure the program's success. It was suggested that sponsorship could be offered at \$2,500 per meter. Security committee will continue to investigate
3. **ACLU Presentation** – It was reported that Peter Eliasberg, ACLU, gave a report to the Security Committee re/ the need to divert offenders who suffer from mental illness from jail and into community treatment. Today, without treatment, they end up back on the streets and the cycle repeats itself.

Recently, \$2 billion has been approved by the LA Board of Supervisors for a new jail which will include 3,400 beds for mentally ill inmates. Supervisor Mark Ridley-Thomas supports an initiative which calls for the diversion of 1,000 mentally ill people from the criminal justice system into community-based treatment. Morrison noted that other cities have been successful implementing this program and presented a draft letter to Yaroslavsky supporting this initiative. It was suggested by the Board to include the other successful cities in the letter and remove reference to the ACLU.

It was moved by Drew Planting, seconded by Leslie Blumberg, and CARRIED to approve letter to Zev Yaroslavsky after the removal of the reference to the ACLU. Unanimously approved.

D. Nominating Committee – Frank Stephan

1. Committee includes Stephan, Mushin, and Tej Sundher. Eight (8) candidates applied for the seven (7) vacancies on the Board. Board member Don Mushin is taking a hiatus from the board. The recommended slate includes: John Tronson, Monica Yamada, David Green, Jan Martin, Brian Johnson (Loew's Hotels), Darcy Judd (Robertson Properties Group) and Chad Lewis. The committee is striving to extend the geographic reach of the board, to avoid a concentration of board members around the Hollywood & Vine intersection. It was also pointed out that attendance an important consideration for the Nominating Committee. The slate of officers will be presented at the November Board meeting.

VI. Old Business

A. Seismic Issues – Michael Gargano and Kerry Morrison

1. A conference organized by the Structural Engineers Association of Southern CA is scheduled for October 20, 2014. Scientific and engineering questions will be addressed. This is a good resource for stakeholders. Morrison is on a panel. She will be seeking practical insights from board members Martin, Stephan, Stephenson, and Yamada to prepare for the panel.
2. Trenching Update – Gargano reported that they (Millennium Partners) finished trenching and no fault was found on their site, as well as three (3) other sites. The Report is still being written by the Delta Group and then will be submitted to the state and city.

- B. AB 2618** – Kerry Morrison reported that the bill, which addresses general and specific benefits, has been signed by the governor.

VII. New Business

No New Business

VIII. Staff Report

A. Strategic Planning Meeting – July 24, 2014

The strategic planning meeting held in July yielded a work plan for the coming year, which was included in the board's email meeting announcement earlier in the week. Because several board members had not had a chance to review, this item was deferred to the next meeting.

B. Annual All Property Owners Meeting

The annual All Property Owners Meeting held at Emerson College at 6:00 p.m. on August 6, 2014 was a great success. It was conducted in partnership with the Sunset & Vine BID.

Presentations made by Morrison, Besley, Mariani, and Strecker and updated property owners on a variety of topics including “micro neighborhoods” and “sticky streets.”

C. Oasis of Hollywood – Former Board member Ron Radachy sent invitations to a gala celebrating their 35th anniversary. The event will be held on Saturday, November 1, 2014 at Madame Tussauds.

D. Homewalk 2014 – a brochure for Homewalk was given to the Board. The event is scheduled for November 15, 2014.

X. Next Meeting: The next meeting will be held October 16, 2014.

XI. Adjournment: The meeting was adjourned at 6:00 p.m.